

ABSTRACT OF THE DISCLOSURE

In a label information providing method, first, a service provider collects label information in a label which is affixed to a bottle, then, stores the collected label information in a storage section in a terminal of the service provider. On the other hand, a consumer affixes a label showing an access destination, which allows a user to obtain label information, to a bottle corresponding to the label information. When the consumer purchases wine, he/she can access the terminal of the service provider with reference to the access destination information included in the label affixed to a wine bottle. When accessed, the terminal of the service provider sends out label information corresponding to access details to a user's terminal, thus allowing the consumer to obtain desired label information as electronic data from the service provider. Consequently, a consumer who purchased wine can obtain a label of the wine, where the label has valuable information, by a simple method.

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